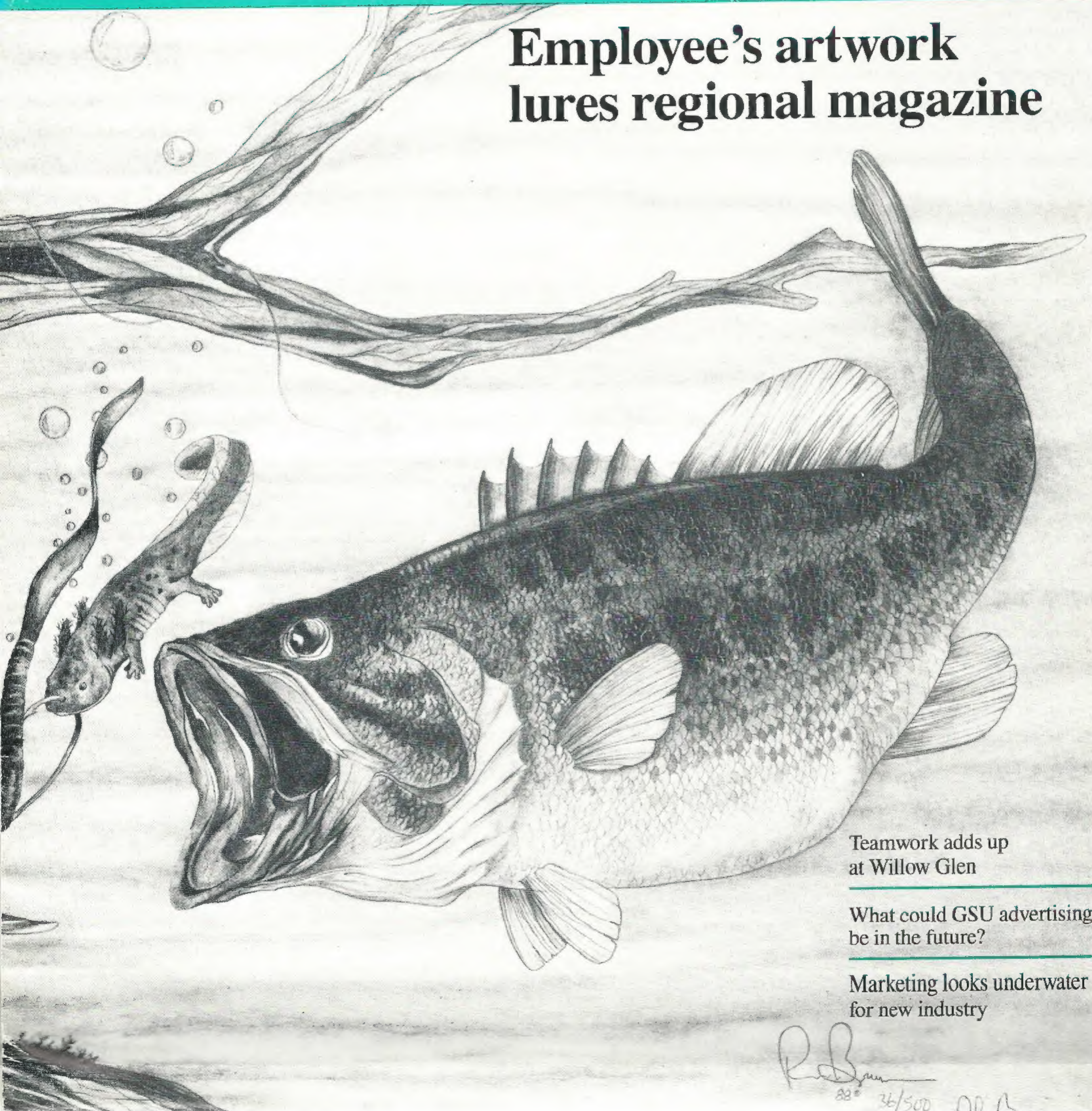


PLAIN TALKS

May 1990

Volume 69 Number 3

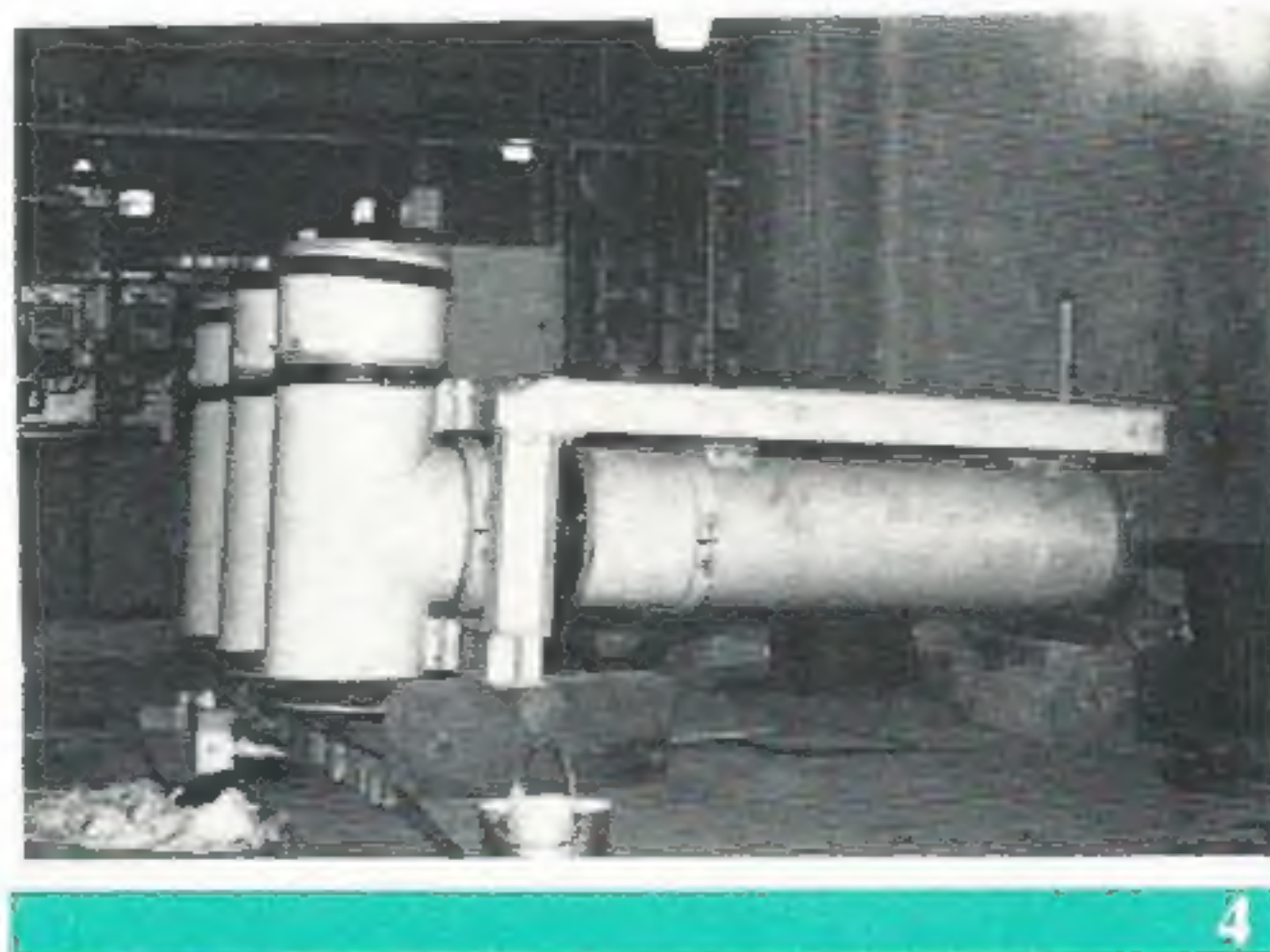
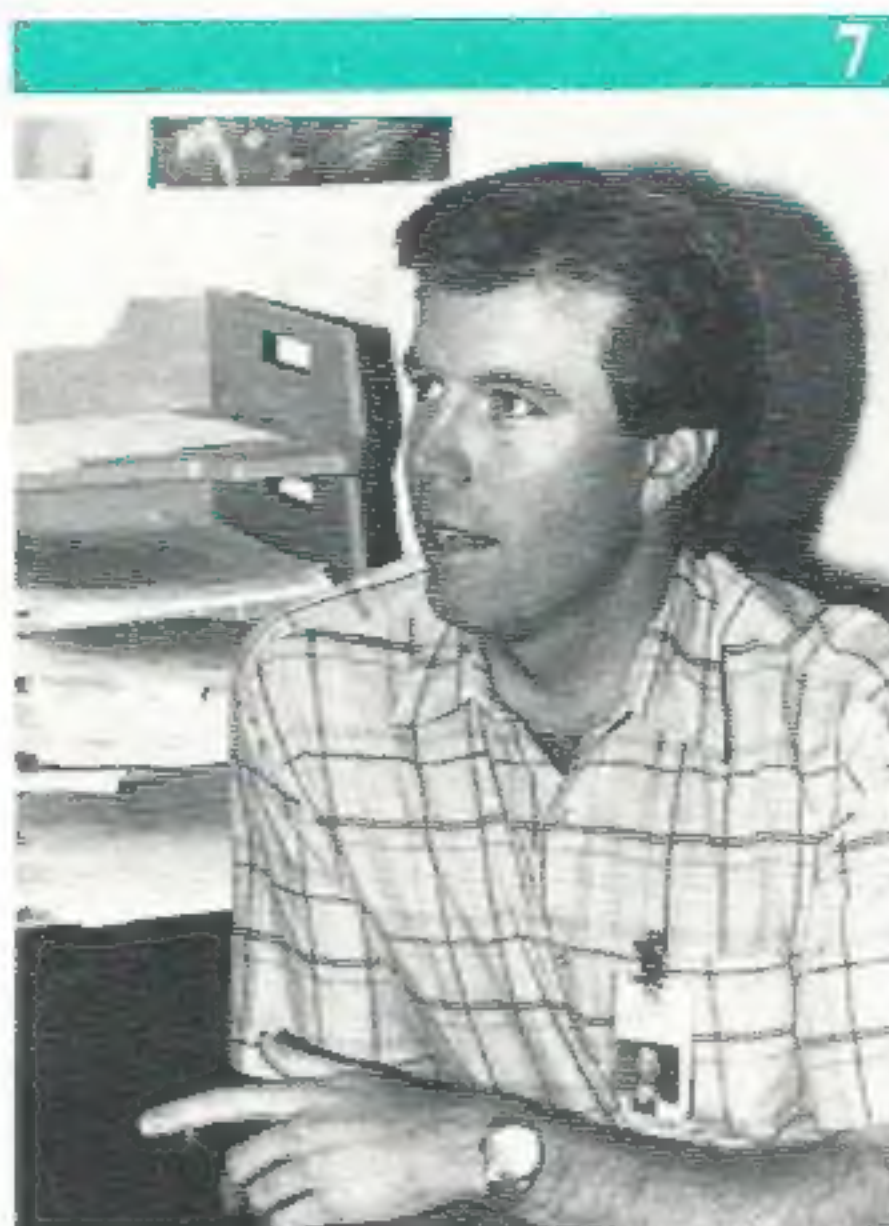
Employee's artwork lures regional magazine



Teamwork adds up
at Willow Glen

What could GSU advertising
be in the future?

Marketing looks underwater
for new industry



About the cover

Phil Brannon's drawing, "Side Order" caught the attention of a Fort Worth-based fishing magazine which recently listed him as a staff artist. (Page 7)

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Wilma Shaw
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Mark Viguet
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CONTENTS

Fishing for new business

- 3 To promote economic development in the GSU service area, Marketing uses the target market approach in promoting aquaculture as a new industry.

Teamwork saves over \$30,000

- 4 After ordering a new Normal Station Service transformer for Willow Glen Unit One, employees decided to install the transformer at a substantial cost-savings.

Eubanks interprets utility jargon

- 5 Baton Rouge Operating Supervisor Fred Eubanks provides insight on some of the slang terms for common tools and equipment used throughout the system.

Mag tape meters record useful data

- 6 GSU uses magnetic tape cassettes at 2,000 meter points to record energy usage information which accounts for between \$75 and \$90 million a month.

Drawing comes naturally for Brannon

- 7 Phil Brannon, shift supervisor for computer applications in Edison Plaza, is also a staff artist for a Fort Worth based magazine that publishes editions in Texas and Florida.

Young advertisers promote GSU

- 8 In observance of Newspaper in Education Week, a Beaumont newspaper sponsored a Design-An-Ad Contest for school kids in Southeast Texas. Several students created ads for GSU.

Country man loves the country life

- 10 James Morgan, Anahuac serviceman-1st class, is very active in his community. The Anahuac Chamber of Commerce recognized his efforts by presenting him the 1990 Person of the Year Award.

- 11 Service Anniversaries
12 Newsbriefs
14 Mailbox

Employees who change residences or offices should fill out company mailing-address-forms (GSU0012-00-81) and return them to the mailroom in the Edison Plaza. GSU publications, departmental mailings and other company information are not automatically forwarded; addresses must be corrected when employees move.

Target marketing

Fishing for new business



Left, Don Hamilton and, right, John Tarver provide information at an exhibition with an aquaculture display promoting the GSU service area.

by Mike Rodgers

The oil bust of the mid-'80s made it obvious to many that if the upper Gulf Coast region was to recover from that serious blow, it would have to reduce its economic dependence on the oil and gas industry. Don Hamilton, GSU's manager of industrial services and cogeneration, outlines two approaches to the economic development of this or any other region. "The first," he says, "is the 'shotgun' approach. Tell as many people as possible about the quality of life and general attributes of the area. You will reach some people who are interested."

The second, or 'target' approach emphasizes specific assets of a region instead of boosting general assets. Those specific assets are then promoted to businesses and industries with related needs. Malcolm Williams, manager of business development, cites the wood products industry as an example. "We have a substantial pine forest here. The challenge is to find out what products can be made better or more economically here than in Georgia or the Northwest, find the decision-makers in those industries and show them what we have to offer." The ultimate goal is to persuade an

industry to locate in our service area. Williams and Hamilton emphasize that this type of economic development is a coordinated effort among Team Cities, chambers of commerce and state agencies. Target economic development requires research and technical skills which differ from traditional methods.

Perhaps the best example of the target approach is in aquaculture - raising seafood on land. "It's the fastest-growing segment of American farming," Hamilton says enthusiastically. Research by the state of Texas demonstrates that the GSU service area is in one of the better locations in the United States for aquaculture, with excellent soil, temperature, rainfall and groundwater aquifers. Looking at the advantages to be found here, he rates it nine on a ten scale. The profit motive also makes aquaculture worthy of consideration. Farmers average about \$120 an acre profit on soil crops. The return on fish farming can be three times as much.

GSU prints a brochure on aquaculture, attends trade shows which attract start-up businessmen and approaches fish processors about the benefits the area offers.

According to Hamilton, GSU is establishing a reputation for its expertise. The aquaculture research is also made available to members of the Team City program for use in local economic development.

There are other possibilities beyond aquaculture. "Take the corrugated medium which manufactures cardboard products," explains Hamilton. "Our pulp and paper resources and access to ports could make this an ideal location." This potential target market is under study now. The furniture and naval stores industries also offer possibilities. Naval stores includes turpentine, resins and gums. In the 1930's, labor costs drove those businesses to eastern Europe. Labor available from contract prisons in service area communities may be an incentive to bring them back.

Considering all these possibilities, Hamilton sums up his feelings. "We want to understand what our customers do and find ways to help them. We're having some successes with both the shotgun and target approach to economic development."

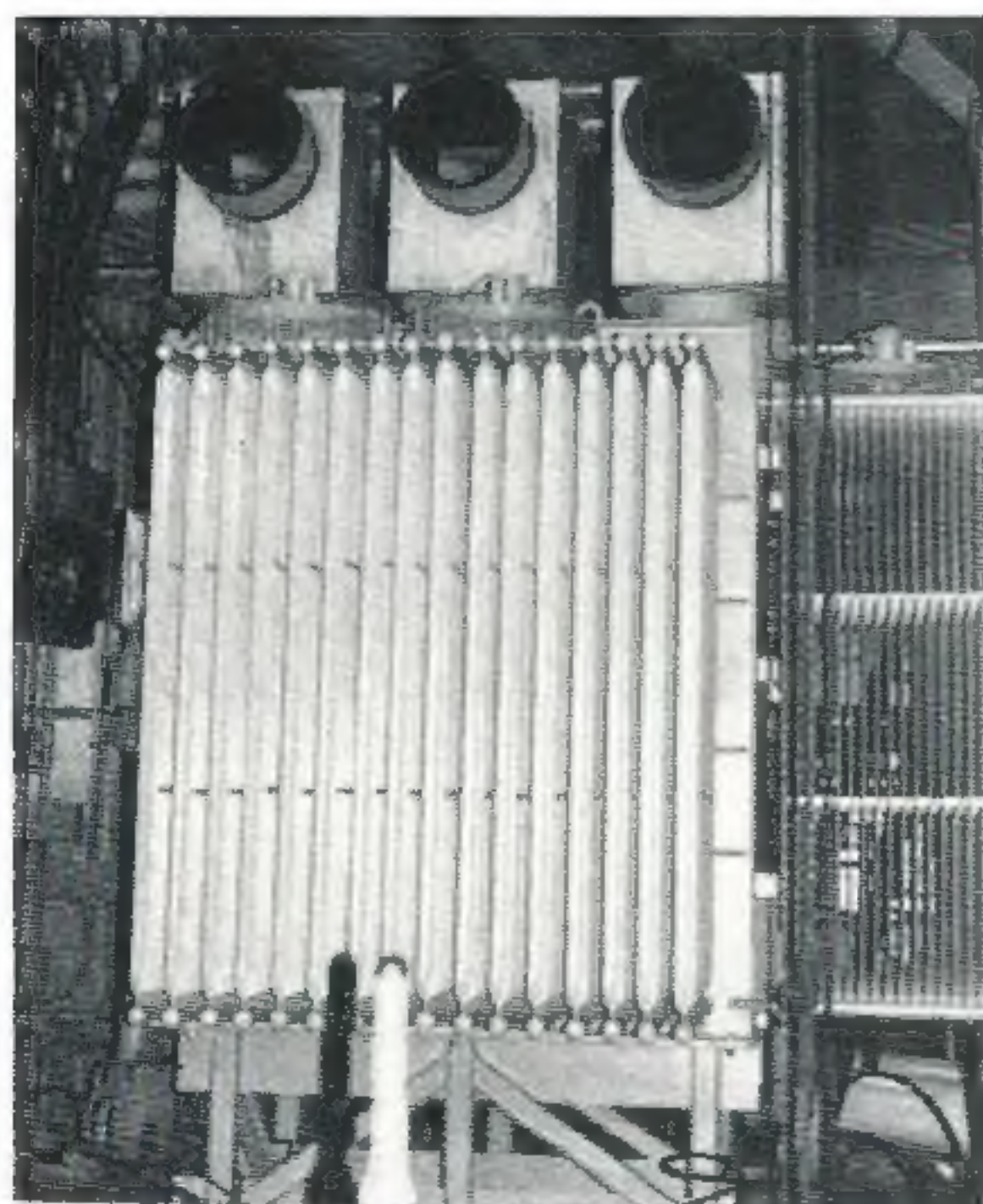
Willow Glen

Teamwork saves over \$30,000

story by Scott Harper

In November 1988, testing revealed the Normal Station Service (NSS) transformer on Willow Glen Unit One could not be returned to service according to Steve Wagner, electrical supervisor.

The NSS transformer takes power from the generator and steps it down to operate motors and auxiliary equipment within the power plant. This particular transformer used Inerteen transformer oil which now is considered environmentally hazardous. There was a concern the insulation breakdown could cause the transformer to fail when energized and possibly spill 1,800 gallons of contaminated fluid. "We didn't want to have a failure," says Wagner. "There



The new transformer in its final resting place with the generator bus duct reinstalled above it.



Employees remove the #1 NSS transformer which was pulled from between the two concrete columns to the right. Round stock was used to roll the transformer out. Left to right, Bill Melton, Perry Sullivan, Mike Graham (all electrician-1st class) and Grant Parker, mechanical foreman.

could have been a costly clean up job because this transformer was in such a tight spot. It would appear it was the first piece of equipment installed at Willow Glen and the rest of the plant was built around it."

A new 10,000/12,500 KVA transformer which uses non-hazardous silicone fluid was ordered and delivered on a special truck in September 1989. "That was the quickest delivery we could get from the manufacturer," says Wagner.

The transformer manufacturer had submitted two bids: one for the transformer only and another including a turn-key quote to install it. Employees knew they could install the new 44,599-pound transformer themselves. Buddy Lee, electrical maintenance foreman, recalls, "We knew we had the skills and manpower to do the job."

Because this job was unscheduled and money was very tight, all alternatives were investigated to get the job done as economically as possible. It was determined the best route was to use Willow Glen in-house personnel.

"We knew we could do it and for less money," says Wagner. Indeed, they did at a savings of over \$30,000. "It was an involved project," says Wagner. "There was a lot of equipment that had to be moved to get to the transformer."

"It took us a day and a half just to move the transformer from the truck into its final position," says Lee.

The project was planned before

the transformer arrived with input from Lee, Grant Parker, mechanical maintenance foreman, Reginald Jones, plant engineer, Mike Graham, master electrician, and Barry Daniels, master repairman, both lead men of their respective crews. They met at the job site to determine the best method to remove and install the new transformer in the congested location.

"This was truly a joint effort between the electrical and mechanical groups," says Lee. "They (mechanical/engineering) really helped with the rigging and moving of the transformers."

According to Lee, the changeout required Willow Glen employees to be creative. "To move the transformers, we made a roller out of wooden timbers, steel sheets and steel rods. We also built wooden platforms to compensate for a sloping floor."

Lee continues, "The new transformer was smaller than the old one so we had a 3-foot stand supplied for it to mount permanently allowing the bus work to match up."

According to Wagner, the project "came off without a hitch." "This was an out-of-the-ordinary job which kept the interest level high. There was a lot of cooperation between the crews. It was definitely a group effort."

"This really came along without a flaw," concludes Lee. "We had the transformer tested, made up the connecting bus work and it's been in service ever since."

Eubanks interprets utility jargon



Eubanks displays a doodle stick, also referred to as a shot gun or clamp.

story by Mark Viguet
photo by Joe Reine

Gulf Staters across the system work with grunts, shotgun sticks, snakes and doolollies every day. If not, they may use a johnny ball, nose bag, cat head or snake to do their job.

Who? The linemen of GSU use these common tools and equipment in their work. What makes them unique are the slang terms used to identify them.

"Most of the origins of the slang used by linemen go way back," says Fred Eubanks, operating supervisor in Baton Rouge. "Most of them were here when I began working for the company."

Eubanks began his career at Gulf States as a lineman's helper 40 years ago.

"I remember when I started, they'd send you back to the truck to get a 'sky hook,' " Eubanks recalls. "Only problem was, they meant 'a hook to hang the sky with.' There was no such thing."

Eubanks also points out that slang terms used by linemen differ between different areas of the GSU system.

"There can be differences in a

slang name between Texas and Louisiana, and even between divisions in the same state," he said. "For example, a coffin hoist in Louisiana is called a come-a-long in Texas."

Eubanks helped compile a partial list of the slang terms used by GSU linemen.

- Grunt — a lineman's helper. So-named because it sounds like someone is picking up a heavy object.

- Shotgun, clamp or doodle stick — a type of hot stick with a ratchet device similar to a pump-action shotgun. Makes a loud bang when used.

- Baker board — an insulated platform attached to a utility pole for linemen to stand on when working.

- Screwknob or doololly — an insulator with a threaded knob used to hold wire.

- Snake (Louisiana) or gut (Texas) — an insulated line hose put on a wire to protect against electrocution.

- Cat head — a mechanized take-up reel for rope.

- Hard head — a type of screw with a point like a nail. It can be driven into a pole like a nail, then screwed in or out. So-named because you can hit it with a hammer and not hurt it.

- Johnny ball — a guy wire strain insulator used to prevent electrocution.

- Pot — a transformer.

- Pot hanger — a metal clamp used on a utility pole to help hang a transformer the correct distance away from the pole.

- Nose bag — a canvas tool pouch.

- Coffin hoist (Louisiana) or come-a-long (Texas) — a chain hoist used to lift heavy objects. In Texas a come-a-long may also identify a type of grip for holding a wire under tension.

- Hooks — climbing hooks used for scaling utility poles.

- Maul or Monday — a large sledgehammer.

- Headache — a vocal (yelled) warning of danger that something is falling from above.

Mag tape meters record useful data

story and photos by Scott Harper

Everyday, employees in Public Affairs hear an old familiar squeaky sound. Five or six times a day, Sharon Reinhardt, engineering assistant, makes her way through the department pulling a metal cart loaded with black boxes with yellow numbers on her way to the meter shop located on the eighth floor of Edison Plaza. This seems like such a small part of our corporate operations; yet, these black boxes account for between \$75 and \$90 million in revenue a month.

These boxes contain magnetic tape cassettes that record energy usage information at 2,000 meter



Reinhardt retrieves a carrying case containing magnetic tape cassettes collected in Lake Charles.



Spafford loads a magnetic tape cassette for data reading

points in the GSU system. "The tapes record binary impulses sent from the meter 24-hours a day," says Butch Spafford, senior engineering assistant, Beaumont. "It's a continuous timeline of information."

One type of information provided from this data tracking system is the demand peak for 750 large industrial customers for billing purposes. According to Spafford, industrial customers are charged for total energy consumption and the largest amount they need at a given time (demand peak) during the billing cycle. "We report the demand figure directly to System Billing," says Spafford.

While the "mag tape" cassettes collect demand billing and load profile information on large industrial customers, the remaining 1,250 recorders are used on a load research basis only. The 4-track tapes have a designated starting and stopping time and day (typically one month) and are sectioned off in specified time increments, whereby energy usage information can be determined for a particular time on a particular day.

Reinhardt says the data can be quite revealing. "You can tell when people are getting up, are on vacation and if they decided to cook at home or go out."

Several departments, such as Rates & Regulatory Affairs, Marketing, Power Supply and Finance, benefit from the data collected on the tapes.

New technology has entered the field of load research in the form of solid state recorders. By the end of

the year, GSU will use approximately 500 solid state recorders, which use a computer chip to record data instead of magnetic tape.

The new recorders also allow energy consumption to be compiled over the telephone. "Colonial Pipeline Company, an industrial customer, is billed by solid state metering," says Spafford. "For routine billing, no one visits the site. It's all done electronically."

Spafford says it's cost effective to put this system on some, but not all, industrial customers.

Examples of customers with load research recorders include prisons, churches, governmental bodies, civic auditoriums, educational facilities and residential. Spafford says GSU must get permission to locate a recorder at the meterpoint on these types of facilities.

According to Spafford, the tape reading process is pretty routine. Tapes are collected and sent by courier to the meter shop where they are picked up at the freight elevator. Each cassette is accompanied by a meter card containing start/stop data and meter readings. A computer file is then built based on the card information and the data off the tape is read into the file for validation. The demand findings are passed on to System Billing and the rest to Load Research. Then the process begins again.

"We get a lot of pertinent information," says Spafford. "This data helps us solve metering questions, compile demographic studies and provide checks and balances on the entire grid."



Brannon

Drawing comes naturally for Brannon

story by Mark Viguet
photos by Scott Harper

From shift work to artwork, GSU's Phil Brannon knows how to use his time.

As shift supervisor in Edison Plaza's computer applications department, Brannon helps keep GSU's computer operations up and running. As a pencil and pen and ink artist in his spare time, Brannon serves as "staff artist" for "Honey Hole Inc.," a magazine catering to bass fishing enthusiasts. The five-year-old Fort Worth magazine publishes Texas and Florida editions with plans to expand to other states.

"Before, my art was strictly a hobby. But now I'm getting recognition and benefits doing something I've always loved to do," Brannon says.

Encouraged by friends and family to try to sell his drawings, the self-described "wildlife artist" took a year to compose a scene depicting a largemouth bass, then had high-quality prints made from the original. He placed copies of the prints for sale at lake marinas throughout Texas. Part of the money from each print sold is donated to "Trackin' Texas Trophies," a research program that electronically traces large bass habits and movements.

"Then, I sent in an article and photograph to a column that features subscribers in 'Honey Hole,' showing my print and offering copies for sale," Brannon explains.

"That got the attention of the magazine and opened the door."

During a meeting with the magazine's editor at a fishing tournament at Lake Sam Rayburn, a deal was struck.

"At first, I was going to work free-lance on a major project that was going to take over a year, but that was scrapped and they decided to put me in the staff box as 'staff artist,'" Brannon says. "The editor said they could keep me busy — and they have."

Among projects so far, Brannon has supplied the magazine with filler art consisting of "fish of every shape and form" and produced pictures for feature articles.

"For articles, it works a lot like a field writer. They'll send me a description of what they want for an article and I'll usually have about a month to produce a drawing," Brannon says.

He has redesigned the logos for a fishing lure company owned by the magazine and his drawings also appear in advertisements for national manufacturers of fishing line and lures. Future projects will include illustrating a book being written by the magazine's field editor.

The 30-year-old has been drawing since his childhood and took art in school each year from seventh grade through graduation.

"I didn't treat it as a 'goof-off' class, like some other kids did," Brannon says. "With art, I tend to think you either have it or you don't. But the classes did teach me a lot about working in each dif-

ferent medium and the technical side of it."

Brannon describes his technique as "pencil painting." To create his wildlife scenes, he uses two different grades of pencil lead for pencil drawings and a combination of the pencils and an India ink pen for the pen and ink drawings.

"For the pen and ink drawings, first I'll draw the scene lightly in pencil, which requires a lot of shading — maybe hundreds of different shades in one picture," Brannon says. "Then, I'll go back over the pencil with an India ink pen to add highlights."

Brannon's favorite subjects are wildlife, but he also draws cartoons and uses his talent at home and work to liven up birthdays, retirement parties and other special occasions.

His home is decorated with many of the framed drawings he has created over the years.

"My wife says if I draw another one to hang, she won't know where to put it," Brannon says. His wife, Robin, is also an artist who enjoys oil painting as a hobby.

Does Brannon fit the stereotypical portrait of "the moody artist?"

"Well, there've been periods where I'm not inspired and haven't put pencil to paper for over a year," Brannon says. "If I'm not in the mood, I can't draw a straight line. But then something will motivate me, like the start of hunting season, and here I go, drawing ducks, deer, fish, you name it."

Design-An-Ad Contest

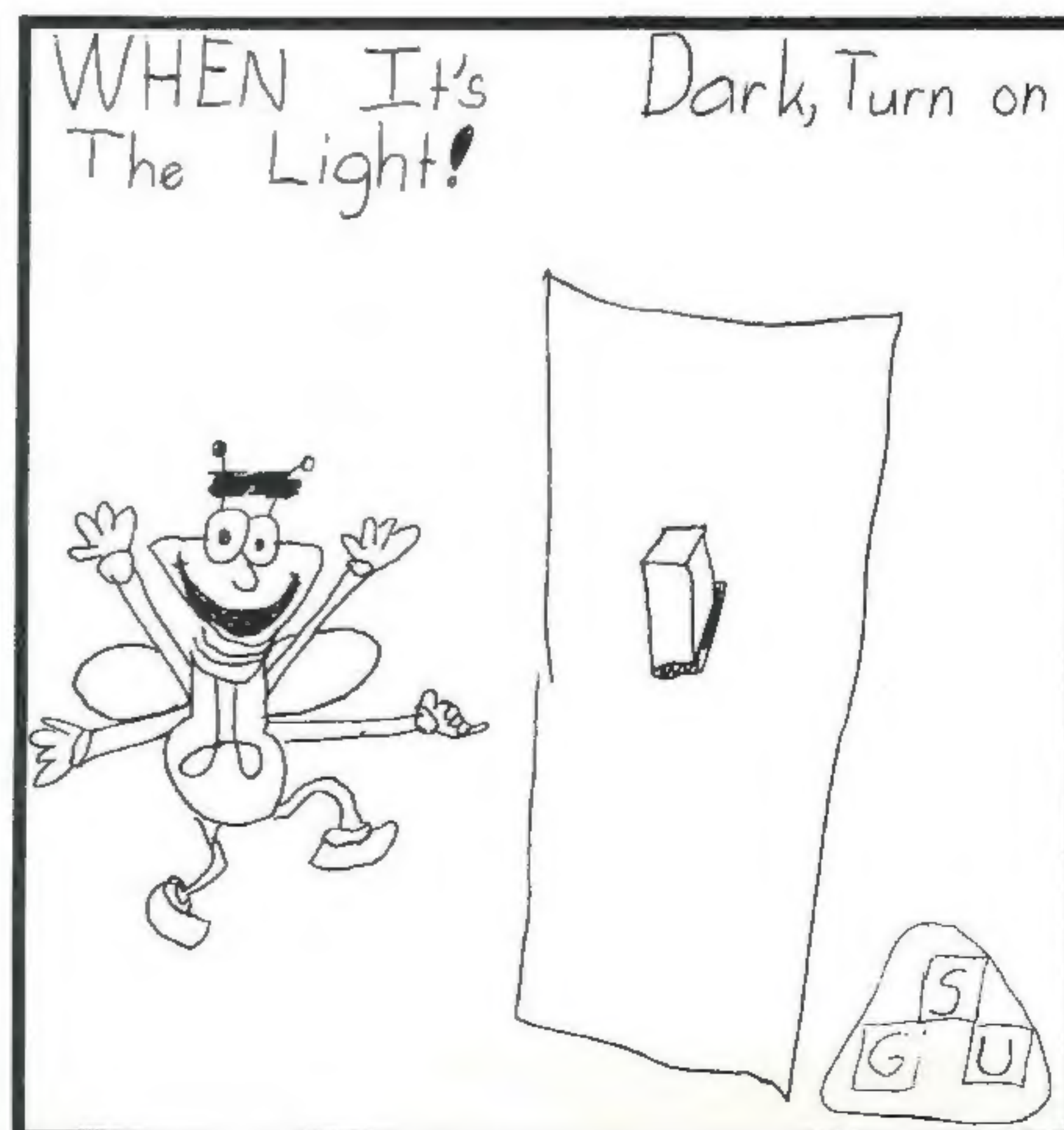
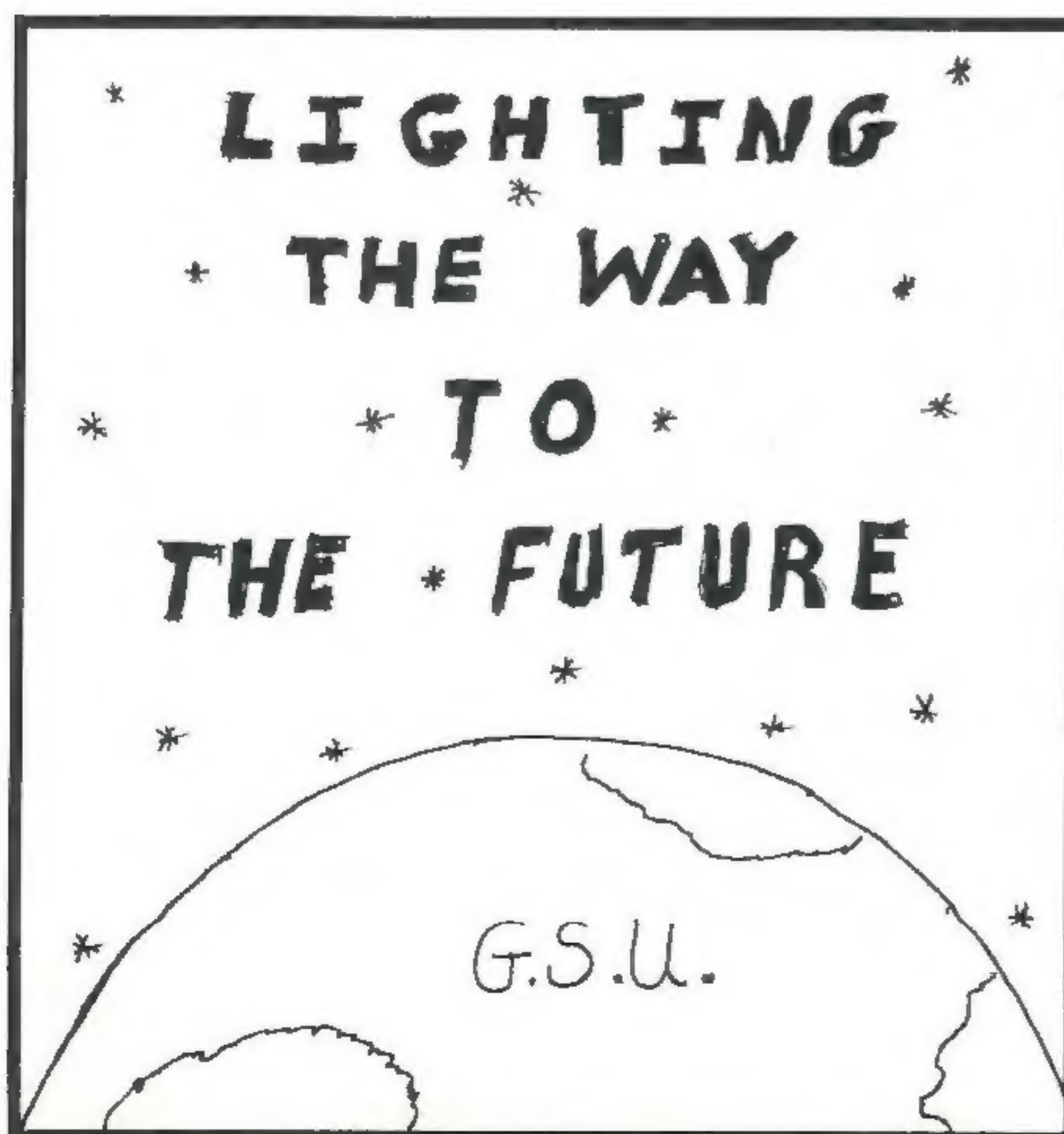
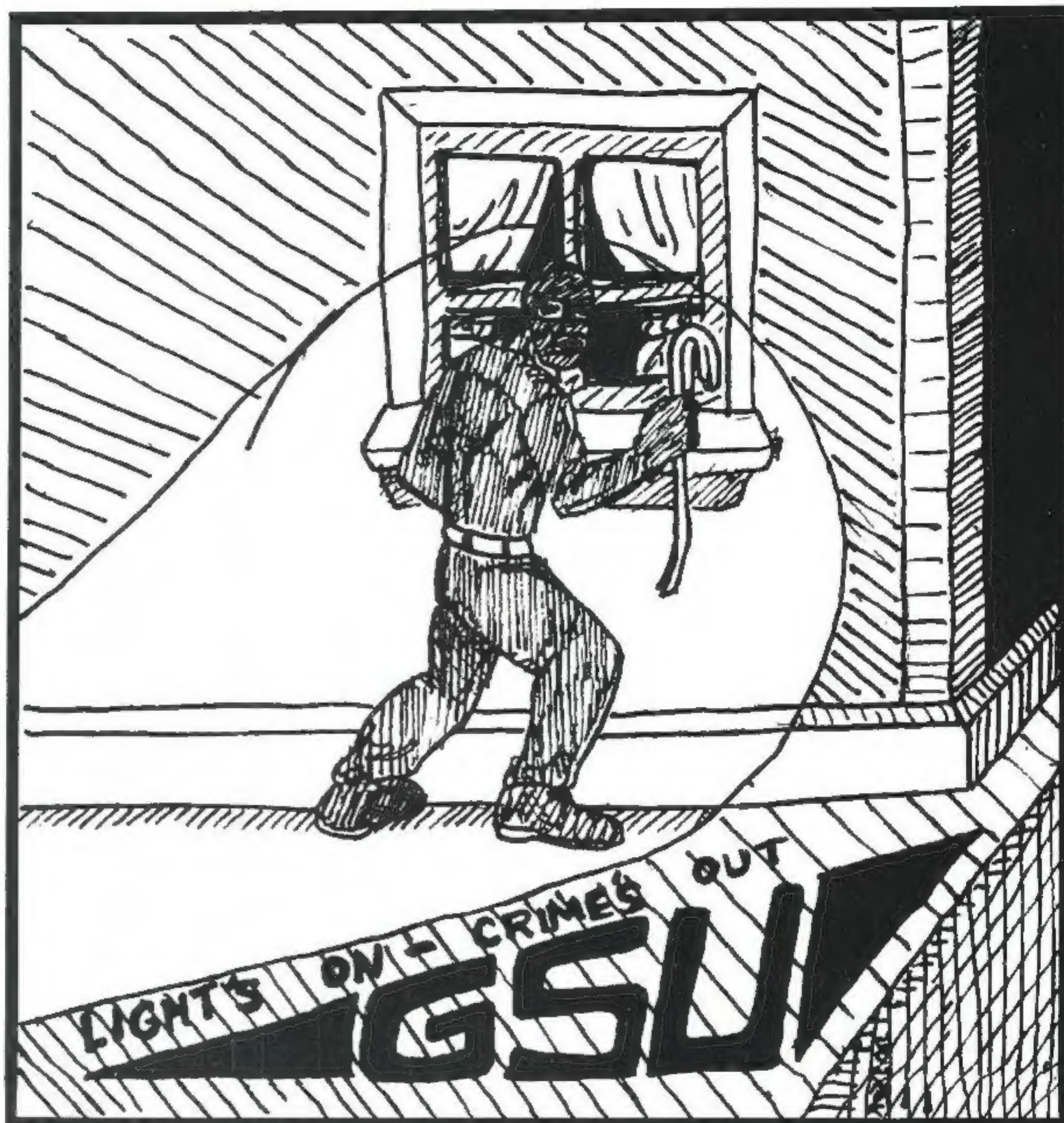
Young advertisers promote GSU

In recognition of Newspaper in Education Week, The Beaumont Enterprise sponsored a Design-An-Ad contest for school-age kids. Over 4,700 students designed and submitted advertisements for sponsoring businesses, one of which was Gulf States. Henry Joyner, administrator-advertising and financial information, had the task of selecting two winners.

"We had two large envelopes full of entries," says Joyner. "We were real pleased with the hard work and effort put forth by the kids."

According to Joyner, the participants were given the name of a company to advertise. It was up to the student to decide what and how to advertise. "It was interesting that the majority of the ads were promoting lighting and safety. That tells us we've reached a young audience with two very important messages — what our product is and electrical safety."

Following are some of the Gulf States ads submitted by Southeast Texas students.

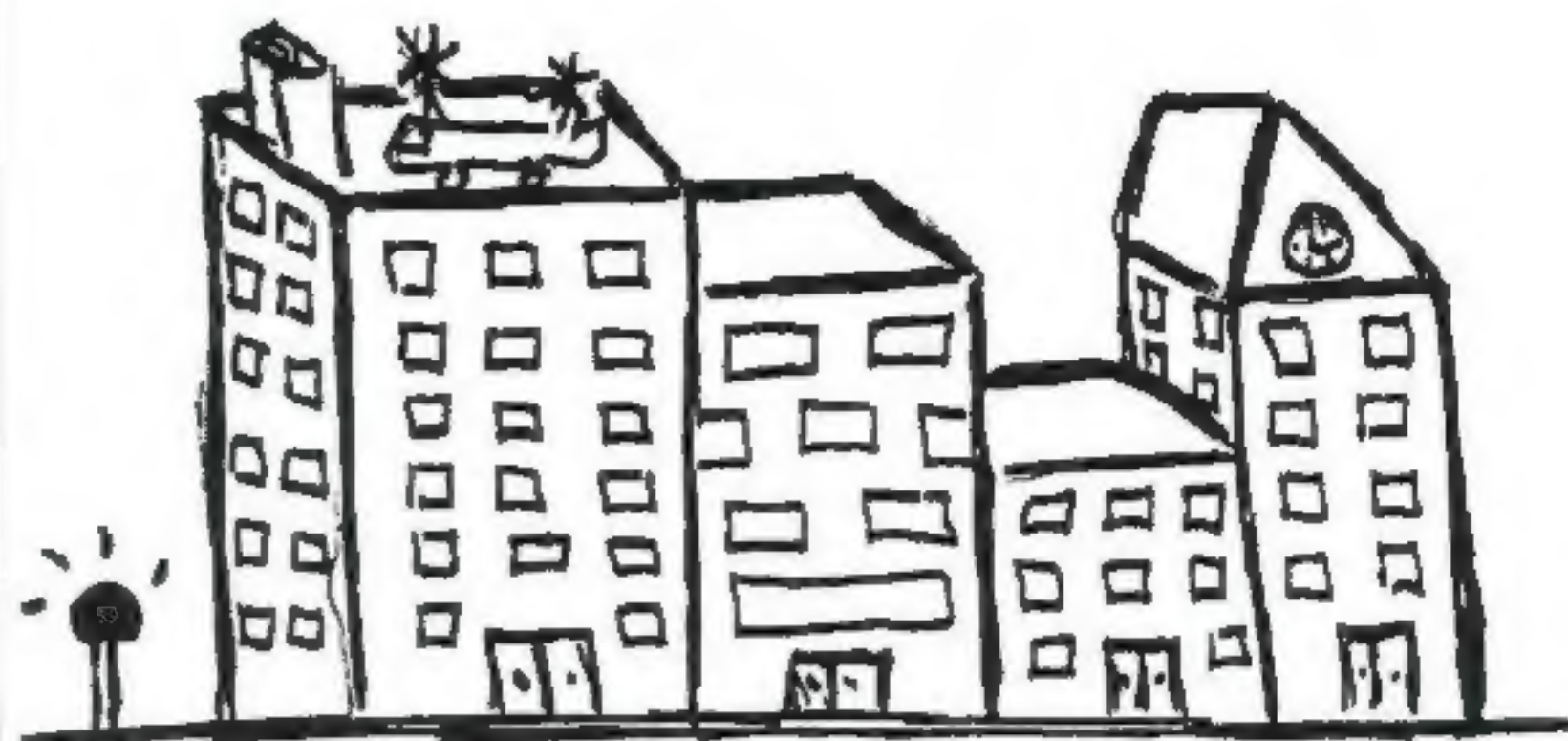


Gulf States Utilities



Tired of those
jerms from
your gas stove?
Go Electric!

City Lights Shining Bright Gulf States Utilities Co.



DONT BE THE NEXT VICTIM!

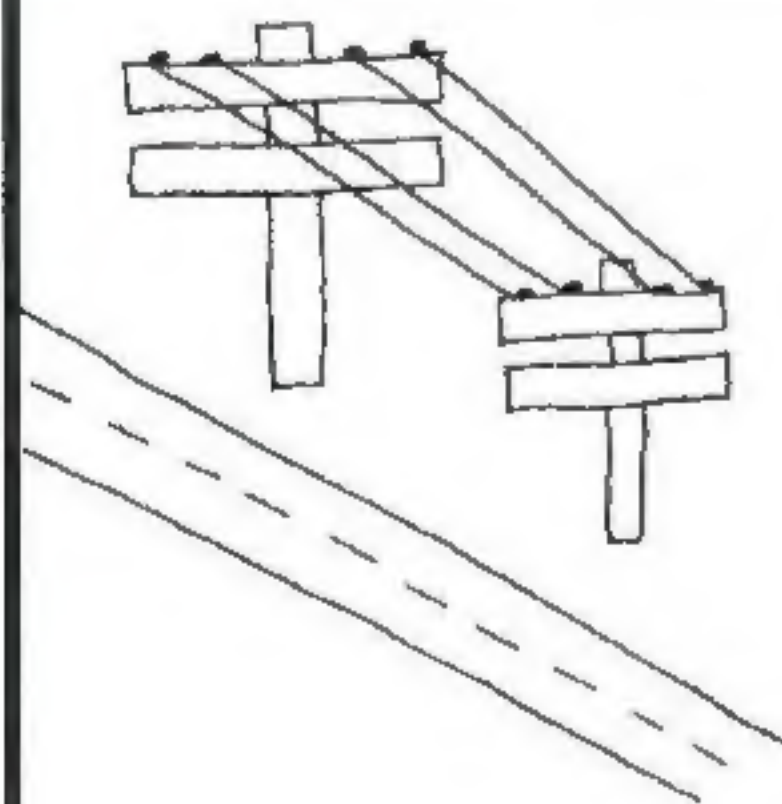


Lights On, Crime's Out!



Lights On,
Crime Out!

It's A
Proven Fact!



We Bring
Electricity
Home To You!

Gulf States
Utilities



GULF STATES
UTILITIES COMPANY

the statistics
are shocking



support your
neighborhood
watch
program

NIE
Newspaper In Education

Anahuac honoree

Country man loves the country life



Morgan at the awards ceremony.

by Scott Harper

James Morgan is not afraid to tell you he's from the country. "I just like country life," says Morgan, Anahuac serviceman-1st class. "You have the same problems you have in the city, but it seems like you get to know people better in the country. People are real neighborly."

Morgan was recently honored by his small community. The Anahuac Chamber of Commerce presented Morgan with the 1990 "Person of the Year" award. "I wasn't expecting it at all," recalls Morgan. "It was a real shock."

Morgan was born in the country near Jasper and started working for Gulf States at Woodville in 1957. He was transferred to Beaumont in 1962 and then to Anahuac in 1970. He is a member and former chief of the Anahuac Volunteer Fire Department and a member and vice president of the Anahuac Emergency Corps (AEC).

The main job of the AEC is to operate the Volunteer Ambulance Service. "We're all volunteers," says Morgan. "We're on a pager and whoever is the closest to the call-in will go and get them to a hospital or call Life Flight."

*"It's just the right thing
to do to help others.
I enjoy doing things for
other folks in need."*

James Morgan

Occasionally, someone might get lost in the woods and the AEC comes out to search for the missing person. "One time I had my own kid lost for about an hour," says Morgan. "It makes you feel good knowing others come out to help you."

Morgan feels strong about community involvement. "It's our responsibility to help out in the community. You never know when you might need help from others."

He continues, "Too many people just sit around waiting for things to get done. Somebody has to get up and do it."

Morgan enjoys living in the small community of Anahuac. "I don't like the big rush of the city. Out here, people are more relaxed. If somebody gets in a bind, everyone comes together like a family to help."

Anahuac's "Person of the Year" cares about his community and the people who live there. "It's just the right thing to do to help others. I enjoy doing things for other folks in need."

SERVICE ANNIVERSARIES

1990

March

10 YEARS

Ray S. Thompson
Human Resources
Beaumont

Dora T. Landaiche
Plant Production
Willow Glen

Virgil L. Fuselier
Marketing
Lake Charles

Jerry K. Hutson
Plant Production
Sabine Station

20 YEARS

Jerry L. Smith
Electric T&D
Zachary
Charley L. McGhee
Gas Department
Baton Rouge
Floyd E. Walters
Plant Production
Sabine Station

Charles E. Carolina
Electric T&D
Baton Rouge
Marilyn N. McCarty
Electric T&D
Baton Rouge
Howard J. Williams
Electric T&D
Beaumont

Craig L. Carpenter
Plant Production
Willow Glen

Van A. Bushnell
Plant Production
Nelson Station
Dorothy B. Lloyd
Division Accounting
Silsbee
Marilyn K. Reynolds
Plant Production
Nelson Coal
Ralph L. Dykes Jr.
Plant Production
Sabine Station

Debra V. McAdams
Division Accounting
Zachary
Norman L. Joseph
Plant Production
Neches

10 YEARS

Ted P. Anthony
RBNG Engineering
River Bend

Phillis S. Landry
Electric T&D
Port Arthur

Eva B. Eaglin
Electric T&D
Port Arthur

Clint E. Chenevert
Electric T&D
Denham Springs

Joseph R. Guillot Jr.
Plant Production
Nelson Coal

Kiefer D. Inglehart
Electric T&D
Somerville

Wardell Jarrell
Plant Production
Willow Glen

Charlotte D. Drews
Fuel Services
Beaumont

Tina C. Northcutt
Electric T&D
Lake Charles

Frank G. Galassi
Electric T&D
Huntsville

Cecilia F. Newman
Division Accounting
Lake Charles

Lisa G. Creekbaum
Plant Production
River Bend

Dorothy G. Hobbs
Division Accounting
Daisetta

Robert W. Thau
Plant Production
Sabine Station
Bruce E. Brown
Division Accounting
Baton Rouge
John S. Tarver III
Marketing
Beaumont
Charles Henderson
General Services
Beaumont

Glenn receives ABWA honor

Scott Harper



Glenn

Maxine Glenn, supervisor-computer production control, Beaumont, received the 1990 Woman of the Year honor from the Texas Liberty Belle Chapter of American Business Women's Association (ABWA). "I was very

delighted and surprised to win," says Glenn. "They really caught me off guard."

Glenn, an employee at Gulf States for 28 years, has been an active member of ABWA since 1983.

Selection of the annual woman of the year honoree is based on business experience and accomplishments, education, ABWA participation and general information such as community activities and other responsibilities.



In recognition of Earth Day, Lake Charles Division employees planted trees at two Adopt-A-School locations. Above, Meterman R.P. Lantz assists students with planting trees at Reynaud Middle School in Lake Charles. Right, (left to right) Debra Dodson, accounting; Tina Northcutt, engineering department clerk; and Sharon Moses, storeroom assistant, were on hand for tree planting ceremonies at S.P. Arnett Middle School in Westlake.



Gulf States reaches decade of participation in Habitat '90



Smith

Gulf States was honored as a 10-year exhibitor during the Habitat '90 Home and Garden Show in Baton Rouge at the Riverside Centroplex.

The Habitat show, sponsored by the Home Builders Association of Greater Baton Rouge, provides an opportunity for the shelter industries and related businesses to gather together and offer consumers the latest trends, ideas and innovations in the building industry.

Dennis Smith, coordinator-

marketing, Baton Rouge, and chairman of Habitat '90, says this year's event drew over 12,000 participants, more than the last five shows have attracted.

The GSU booth featured heat pumps, the Good Cents program and security lights. "Our marketing efforts were supported by other exhibitors this year," says Smith. "Heat pumps were featured in several other booths, helping emphasize our message."

The chairmanship of the show is a three-year process, according to

Buddy Webre, director of the HBA. A chairman must first serve on the Habitat committee for one year and then serve as co-chairman, before being eligible to serve as chairman of the event, explains Webre.

"Dennis was very effective in motivating people and coordinating the efforts of everyone on the committee," adds Webre.

Smith has been active in HBA activities, serving on the executive committee, the board of directors and the membership committee.



McKenzie

McKenzie makes a difference

According to "Business Report", a publication of the Greater Port Arthur Chamber of Commerce, Port Arthur Division Vice President Ron McKenzie "did make a difference."

Chamber Chairman Dennis Huffman, in his column "Chairman's Message," credited McKenzie for the success of the Chamber's first year program PROJECT LEADERSHIP, a community leadership training course. Huffman writes, "...it took the unusual combination of foresight and savvy by Ron McKenzie to pull it together."

McKenzie worked to get four Chambers involved in the program as well as attract blue collar and union participation. Huffman believes these program characteristics, thanks to McKenzie's efforts, make PROJECT LEADERSHIP "positively unique" from similar programs across the country.

"The theme, Building Bridges, comes to mind," writes Huffman. "There are a lot of parts to a bridge that take a long time to assemble. When one comes together and is completed, it helps us all. Thanks, Ron, you get my nomination for the highest award of Bridge Builder!"

MAILBOX



Clint Moss



Milliff

Crystal Beach help

Crystal Beach customers Ed and Barbara Boone write to thank **Frank Nance**, district supervisor, Winnie, for assistance when their visiting families arrived early to their house and found no electricity.

"Upon notification, your offices immediately dispatched **Jim Milliff** to our home. He arrived and spent the next hour fixing the problem. We are most appreciative to Mr. Milliff for his courtesy and prompt response.

So often, an employee that does a great job needs recognition and we wanted you to know that Mr. Milliff represents Gulf States Utilities as an outstanding employee."

Milliff is a craftsman in Crystal Beach.

Dedicated and qualified

Freeman Jones, industrial representative, Lake Charles, received this thank you letter from Herman Schexnayder, chief of police, Iowa Police Department, Iowa, La., after a tornado hit the town:

"... Electricity serving most of the residences in Iowa was out due to a downed pole. **Pete McCrosky** met with me and advised me that in approximately 30 minutes, service would be restored. In approximately 20 minutes, 85-95% of the service had been restored.

"I would like to thank Mr. McCrosky for his assistance. I would also like to take this opportunity to commend Gulf States Utilities for employing such a qualified person, and to say that Gulf States is very fortunate to have such a dedicated and qualified employee."

McCrosky is line supervisor in Lake Charles.

Top of the list

"The Home Builders Association of Greater Baton Rouge (HBA) has just completed one of our most successful Habitat Home & Garden Shows ever," writes **Geno Guercio**, HBA president, Baton Rouge, to **Jim Moss**, vice president-marketing, Beaumont.

"... We have never before experienced the support of the community, the news media and the member companies as we have this year. GSU was right at the top of the list. Your company's continued participation and offerings of assistance have not gone unnoticed. Neither has the guidance and leadership of our Chairman, **Dennis Smith**, of GSU."

Smith is coordinator-marketing in Baton Rouge.

Far and beyond

"On behalf of the La Porte Independent School District, I want to thank you all for the outstanding contributions you have made to the educational advancement and enrichment of our students over the past two years," writes **Robert H. Williams Jr.**, superintendent, La Porte Independent School District, to the Edison Plaza Museum Board.

"We would like, also, to express our appreciation of **Jill Street**, who, on numerous occasions, has gone 'far and beyond' the expected to make our students feel like special guests of your museum. She is an exemplary member of your organization and an excellent spokeswoman for Mr. Edison and the electric industry."

Street is museum curator in Beaumont.

Taken for granted

"Thanks so very much for all the efforts you initiated during the hard December freeze in order to keep the electricity going," writes **Plaquemine** customer **Mrs. Stanley LeJeune**.

"I read the little 'Energy Talks' pamphlet enclosed in the bill. Those wonderful people really need to be praised. I just thought I'd take a few seconds to show appreciation for something we all take so much for granted."

Never blinked

Joanne Davis, Dayton customer, writes to thank Gulf States for continued service during the December freeze:

"I would like to express my appreciation to you for the excellent service you provided during the December 1989 freeze. When the people who are serviced by Houston Lighting and Power were without utilities ... GSU never blinked at my house.

"Living in an all-electric house we totally rely on you for warmth and cooking facilities ... you came through in a way the bigger boys should envy."

Heroic efforts

Ella Trousdale, Lake Charles customer, writes to thank GSU for its effort during the cold weather in December:

"Congratulations and thanks to GSU and every employee for the wonderful job done during the December freeze that could have meant disaster to so many Lake Charles citizens without the heroic efforts made to keep heat and lights available. Foresight and dedication really paid off."

Hands on experience

"Thanks again for visiting with our fourth graders," writes Jane Miller, Armstrong PTA, to **Connie Calfee**, customer information coordinator, Conroe. "Your talk on electricity reinforced their study and gave them 'hands on' fun experience."

"We appreciate your time. This shows Gulf States' interest in our children, the leaders of tomorrow."

First impression

"I called your office to have my power turned on and was fortunate enough to get **Susan Corgey** for assistance," writes Beaumont customer J.R. Riddle. "Ms. Corgey was pleasant, helpful and courteous."

"As a new customer, I was impressed with your selection of personnel and therefore impressed with your organization."

Corgey, located in Beaumont, is a customer contact clerk.



Corgey

Feeling of gratitude

Mrs. Charlie Hudson, Conroe customer, writes this appreciation letter to the company:

"Thank you for the hours you spent in the storm and rain and lightning restoring service to customers like me and my deep freeze. Thank you for your 'thank you' notes to me for paying my bill on time."

"For the good service and pleasant association through our 25 years here in Montgomery County, words are hard to express the feeling of gratitude to your company and its many dedicated workers."

Sunny South thanks

Baton Rouge customer Sarah Petty sent in this thank you note after reading "Energy Talks," an information piece enclosed in our monthly bills:

"I just finished reading the enclosed news material when I received my current bill from you ... the topic caught my eye and I found it most interesting. I wanted to take a moment to say 'thank you' to all your dedicated workers who did all they could to keep us warm in the sunny South state of Louisiana in our severely cold weather of '89."

"God says in His Word, 'Whatever thy hand findeth to do, do with all your might.' This is exactly what your workers did and, fortunate for us, it did the job!"

Scott Harper



Grimes

Customer dedication

Sulphur customers Mr. and Mrs. Willard Grooms sent their response to the "Energy Talks" bill insert entitled, "A Tale of Two Winters":

"My husband and I wish to thank all of you who have done so much for us this winter to keep us warm, well and comfortable. We were unaware of the things you did in your work to provide these things on your job. Thank you for being such good persons to dedicate your time for our benefit. Thank you all again."

Cooperative attitude

"On behalf of Lamar University I want to express my appreciation for the excellent job that **Melvin Grimes** has done reading meters on the Lamar University campus," writes Janice Brayton, energy utility analyst, Lamar University, Beaumont, to **Bubba Stagg**, meter reader supervisor, Beaumont.

"He always approaches the job with dedication to doing his best. His cooperative attitude has made my job much easier as well. Your department can be proud to have such an outstanding and dedicated employee."

Grimes is a meter reader in Beaumont.

PLAIN TALKS

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